

TOPICS

for the diploma exam – double diploma with Technische Universität Berlin

1. Characteristics of the evolution of management concepts.
2. Basic assumptions of selected management concepts (outsourcing, lean management, and others).
3. Corporate governance – gnessis and basic models.
4. Corporate social responsibility.
5. Sustainable organizational development – assumptions and reporting.
6. Assumptions and goals of enterprise value management.
7. Business models as an alternative to strategy.
8. Stakeholders in the management process and their goals.
9. The role of management accounting and cost accounting in decision-making.
10. Planning and control of marketing activities.
11. Shaping customer relationships.
12. Determinants of buyer behavior in the market.
13. Objectives, tools, and channels of marketing communication.
14. Socially responsible marketing.
15. Standardization and adaptation of marketing activities in foreign markets.
16. Methods of entering foreign markets by enterprises.
17. Structure of the human capital management process, including its characteristics, phases, and roles of human capital management entities.
18. Characteristics of the most important human capital management processes.
19. Main assumptions of the sustainable human capital management concept based on selected approaches.
20. Organizational culture and its role in human capital management.
21. Artificial intelligence-assisted human capital management - main areas of application, advantages, and challenges.
22. The essence and manifestations of strategic thinking.
23. The strategic management process - stages and challenges.

24. Dilemmas of Development Strategy and Competition
25. Strategic Analysis Methods and Their Use in Enterprises
26. Economic, Social, Demographic, and Political Conditions of Entrepreneurship
27. Basic Types and Dimensions of Entrepreneurship
28. Advantages and disadvantages of running your own business.
29. Sources of entrepreneurial behavior in organizations.
30. Characteristics of entrepreneurial individuals in organizations.
31. Sources of capital for starting and running a business.
32. The entrepreneurship/innovation ecosystem – distinguishing features, implications, and operational practice.
33. Sources of innovation and conditions supporting innovation in organizations.
34. Basic types of innovation according to the OSLO Manual on the principles of collecting and interpreting data on innovation.
35. Models of the innovation process – linear and nonlinear.
36. Open and closed innovations and their importance in organizations.
37. Forms of intellectual property protection and their importance in organizations.
38. Instruments for systemic support of innovative projects in Poland.
39. Sustainable development and the circular economy – the impact on logistics processes in organizations.
40. Logistics strategies towards suppliers.
41. Modern product distribution systems.
42. The development of supply chains as a component of shaping an organization's competitive advantage.
43. Disruptive technologies and their impact on management and logistics in the 21st century.
44. Business process – concept and types.
45. Designing and continuous improvement of business processes.
46. The project life cycle and its stages.
47. Traditional and agile approaches to project implementation.
48. Project team management.
49. The concept of the critical path and methods for its identification.
50. The project constraints triangle.

